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**Title:**

Press release: South Australian roses for export

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PRESS RELEASE FROM THE SOUTH AUSTRALIAN PREMIER, MR. DUNSTAN.

SOUTH AUSTRALIAN ROSES FOR EXPORT.

6.4.73

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A Gawler horticultural firm, World Flowers Pty. Ltd., will be able to sell South Australian roses on the export market as a result of a new expansion programme.

Announcing this today, the Premier, Mr. Dunstan, said World Flowers were setting up a new, sophisticated growing plant at their Gawler premises.

The project, involving temperature controlled units to protect the valuable blooms under all conditions, represented an investment of about \$250,000.

"It is a new concept in rose growing and one for which the Gawler area, because of its soil, is extremely well suited", Mr. Dunstan said.

Surveys by the Industrial Development Division of the Premier's Department had established that there were excellent prospects of selling blooms to British and West German buyers.

Mr. George Knight, managing director of the company, said the new equipment would enable his company to grow some 40,000 roses a week.

The constant temperature would mean that South Australian roses ~~xxx~~ could be sold on the European market during the extremely profitable Christmas period.